

MARKETING ADVANCED

Levels: Grades 11-12

Units of Credit: 1 Semester (.5)

CIP Code: 08.0709

Prerequisite: Marketing A, Marketing B, and/or Marketing Semester

COURSE DESCRIPTION

Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion, and selling. Students taking marketing classes should have the opportunity to participate in the DECA organization (Association of Marketing Students). DECA-related activities and curricula can be used as an approved part of all marketing classes.

Standard

08.0709.01 **Students will understand and demonstrate the importance of developing a successful marketing and corporate strategy. (Chapter 2)**

OBJECTIVES

- 08.0708-0101 Describe the three organizational levels of strategy.
- 08.0708-0102 Describe why business, mission, culture, and goals are important in organizations.
- 08.0708-0103 Explain how organizations set strategic direction by assessing where they are now and seek to be in the future.
- 08.0708-0104 Describe the strategic marketing process and its three key phases: planning, implementation, and control.
- 08.0708-0105 Explain how the marketing mix elements are blended into a cohesive marketing program.

Standard

08.0708-02 **Students will understand and demonstrate the importance of scanning the marketing environment. (Chapter 3)**

OBJECTIVES

- 08.0708-0201 Explain how environmental scanning provides information about social, economic, technological, competitive, and regulatory forces.
- 08.0708-0202 Describe how social forces such as demographics and culture and economic forces such as macroeconomic conditions and consumer income affect marketing.
- 08.0708-0203 Describe how technological changes can affect marketing.
- 08.0708-0204 Discuss the forms of competition that exist in a market, key components of competition, and the impact of competition on corporate structures.
- 08.0708-0205 Explain the major legislation that ensures competition and regulates the elements of the marketing mix.

Standard
08.0708-03 **Students will understand the importance of consumer behavior in the field of marketing. (Chapter 5)**

OBJECTIVES

- 08.0708-0301 Describe the stages in the consumer purchase decision process.
- 08.0708-0302 Distinguish among three variations of the consumer purchase decision process: routine, limited, and extended problem solving.
- 08.0708-0303 Identify major psychological influences on consumer behavior.
- 08.0708-0304 Identify major sociocultural influences on consumer behavior.

Standard
08.0708-04 **Students will understand and demonstrate the importance of marketing information: from information to action. (Chapter 8)**

OBJECTIVES

- 08.0708-0401 Identify the reason for doing marketing research, and describe the five-step marketing research approach leading to marketing actions.
- 08.0708-0402 Describe how secondary and primary data are used in marketing, including the uses of questionnaires, observations, experiments, and panels.
- 08.0708-0403 Explain how information technology and data mining link massive amounts of marketing information to meaningful marketing actions.

Standard
08.0708-05 **Students will understand and demonstrate the importance of identifying market segments and targets. (Chapter 9)**

OBJECTIVES

- 08.0708-0501 Explain what market segmentation is and when to use it.
- 08.0708-0502 Identify the five steps involved in segmenting and targeting markets.
- 08.0708-0503 Recognize the different factors used to segment consumer and organizational markets.
- 08.0708-0504 Know how to develop a market-product grid to identify a target market and recommend resulting actions.
- 08.0708-0505 Explain how marketing managers position products in the marketplace.
- 08.0708-0506 Describe three approaches to developing a sales forecast for a company.

Standard
08.0708-06 **Students will understand and demonstrate the importance of developing new products and services. (Chapter 10)**

OBJECTIVES

- 08.0708-0601 Recognize the various terms that pertain to products and services.
- 08.0708-0602 Identify the ways in which consumer and business goods and services can be classified.
- 08.0708-0603 Explain the implications of alternative ways of viewing “newness” in new products and services.
- 08.0708-0604 Describe the factors contributing to a product’s or service’s failure.
- 08.0708-0605 Explain the purposes of each step of the new-product process.

Standard

08.0708-07 Students will understand and demonstrate the importance of managing products and brands. (Chapter 11)

OBJECTIVES

- 08.0708-0701 Explain the product life cycle concept.
- 08.0708-0702 Identify ways in which marketing executives manage a product’s life cycle.
- 08.0708-0703 Recognize the importance of branding and alternative branding strategies.
- 08.0708-0704 Describe the roles of packaging, labeling, and warranties in the marketing of a product.

Standard

08.0708-08 Students will understand and demonstrate the importance of building the price foundation. (Chapter 13)

OBJECTIVES

- 08.0708-0801 Identify the elements that make up a price.
- 08.0708-0802 Recognize the objectives a firm has in setting prices and the constraints that restrict the range of prices a firm can charge.
- 08.0708-0803 Explain what a demand curve is and the role of revenues in pricing decisions.
- 08.0708-0804 Describe what price elasticity and demand means to a manager facing a pricing decision.
- 08.0708-0805 Explain the role of costs in pricing decisions.
- 08.0708-0806 Describe how various combinations of price, fixed cost, and unit variable cost affect a firm’s break-even point.

Standard

08.0708-09 Student will understand and demonstrate the importance of managing marketing channels and wholesaling. (Chapter 15)

OBJECTIVES

- 08.0708-0901 Explain what is meant by a marketing channel of distribution and why intermediaries are needed.
- 08.0708-0902 Distinguish among traditional marketing channels, electronic marketing channels, and different types of vertical marketing systems.
- 08.0708-0903 Describe the factors and considerations that affect a company’s choice and management of a marketing channel.

08.0708-0904 Recognize how conflict, cooperation, and legal considerations affect marketing channel relationships.

Standard

08.0708-10 Students will understand and demonstrate the importance of advertising, sales promotion, and public relations. (Chapter 19)

OBJECTIVES

08.0708-1001 Explain the differences between product advertising and institutional advertising and the variations within each type.

08.0708-1002 Describe the steps used to develop, execute, and evaluate an advertising program.

08.0708-1003 Explain the advantages and disadvantages of alternative advertising media.

08.0708-1004 Discuss the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions.

08.0708-1005 Recognize public relations as an important form of communication.

PERFORMANCE OBJECTIVE

PO-01

Students will understand how to organize and complete a marketing research project.

- Write a survey.
- Conduct a survey.
- Verbal communications report.
- Make charts and graphs.
- Prepare a complex written report.
- Write a business letter.
- Use secondary data.
- Use proper grammar and vocabulary.
- Use trade journals/periodicals.

REFERENCE MATERIAL

The resource for all these standards and objectives is entitled *Marketing* 8th Edition, by Kerin, Harley, Berkowitz, and Rudelius, McGraw-Hill Higher Education (ISBN 0-07-308015-2; <http://www.mhhe.com/kerin>).